

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE (USPTO)

| | |
|---|--|
| Serial Number | 10/809,630 |
| Confirmation Number | 7478 |
| Filing Date | 03/24 2004 |
| Title of Application | Targeted Advertising in Conjunction with On-Demand Media Content |
| First Named Inventor | Daniel Danker |
| Assignee | Microsoft Corporation |
| Group Art Unit | 2623 |
| Examiner | Joshua Taylor |
| Attorney Docket Number | MS1-1879US |
| Nature of the Office Communication to which this is responding | Non-Final Office Action |
| Date of the Office Communication | 05/27/2008 |
| Nature of this Document | Response to Non-Final Office Action |

To: Commissioner for Patents
P.O. Box 1450
Alexandria VA 22313-1450

From: Clay D. Hagler (Tel. 509-324-9256; Fax 509-323-8979)
Customer No. 22801